

IN THE CLAIMS

Please amend claims 3-4, 11, and 15 as follows:

Claims 1-2 (canceled).

3. (currently amended) A method for searching a computer network for a product ~~associated with a brand name~~, the method comprising the steps of:

a) ~~inputting a query message~~ inputting user-selected brand name into an online device accessing a portal to a predetermined website ~~, wherein the query message approximates the brand name associated with the product;~~

b) searching only a plurality of brand names for a first match of the ~~query message~~ inputted user-selected brand name with a matching brand name; and

c) outputting a first uniform resource locator (URL) address associated with the matching brand name ~~and providing~~ which matches the inputted user-selected brand name, wherein the first URL provides information about the product corresponding to the user-selected brand name.

4. (currently amended) The method of claim 3, wherein the inputted user-selected brand name is selected from the group consisting of a company name of a desired company and a product line name of a specific product line.

5. (previously presented) The method of claim 3, wherein the online device is computer.

6. (previously presented) The method of claim 3, wherein the online device is an interactive television.

7. (previously presented) The method of claim 3, further comprising the step of:

accessing an Internet-based website using the first URL address associated with the matching brand name.

8. (previously presented) The method of claim 7, wherein the Internet-based website is distinct from the predetermined website associated with the portal.

9. (previously presented) The method of claim 7, wherein the step of accessing an Internet-based website using the first URL address includes the step of:

accessing an information webpage associated with the matching brand name.

10. (previously presented) The method of claim 9, wherein the information webpage displays information associated with the matching brand name, with the information being selected from the group consisting of special promotions, store locations, store hours, phone numbers, and current sales.

11. (currently amended) A method for searching a computer network for a product ~~associated with a brand name~~, the method comprising the steps of:

- a) ~~inputting a query message~~ the user-selected brand name corresponding to the product into an online device accessing a portal to a predetermined website, ~~wherein the query message approximates the brand name associated with the product, and~~ wherein the user-selected brand name is selected from the group consisting of a company name of a desired company and a product line name of a specific product line;
- b) searching only a plurality of brand names for a first match of the ~~query message~~ inputted user-selected with a matching brand name; and
- c) outputting a first uniform resource locator (URL) address associated with the matching brand name ~~and providing~~ which matches the inputted user-selected brand name, wherein the first URL provides information about the product corresponding to the inputted user-selected brand name.

12. (previously presented) The method of claim 11, further comprising the step of:

accessing an Internet-based website using the first URL address associated with the matching brand name.

13. (previously presented) The method of claim 11, wherein the online device is computer.

14. (previously presented) The method of claim 11, wherein the online device is an interactive television.

15. (previously presented) A system for searching a computer network for a product ~~associated with a brand name~~, the system comprising:

an online device for accessing a portal to a predetermined website and for first receiving from a user an inputted ~~query message~~ user-selected brand name into the online device, ~~wherein the query message approximates a brand name, and~~ wherein the inputted user-selected brand name is selected from the group consisting of a company name of a desired company and a product line name of a specific product line; and

means associated with the website for searching only a plurality of brand names for a first match of the ~~query message~~ inputted user-selected brand name with a matching brand name;

wherein the online device outputs a first uniform resource locator (URL) address associated with the matching brand name ~~and providing which matches the inputted user-selected brand name, wherein the first URL provides~~ information about the product corresponding to the inputted user-selected brand name.

16. (previously presented) The system of claim 15, wherein the online device, responsive to the first URL address, accesses an Internet-based website using the first URL address associated with the matching brand name.

17. (previously presented) The system of claim 15, wherein the online device is computer.

18. (previously presented) The system of claim 15, wherein the online device is an interactive television.